

County of Loudoun
Department of Planning
MEMORANDUM

DATE: May 20, 2009

TO: John Merrithew, Assistant Director
Land Use Review

FROM: Sarah Milin, Senior Planner *Sarah*
Community Planning

SUBJECT: ZMOD 2009-0002, Ashley Furniture Homestore Sign Plan

BACKGROUND

Kimco Realty Corporation is requesting a Zoning Ordinance Modification (ZMOD) to permit a Comprehensive Sign Plan for the Ashley Furniture Homestore in the Dulles Town Crossing retail center pursuant to the provisions of the Revised 1993 Loudoun County Zoning Ordinance. Dulles Town Crossing is a regional commercial center zoned PD-CC-RC (Planned Development – Regional Commercial Center) that is located on the south side of Nokes Boulevard just east of Atlantic Boulevard (see Vicinity Map).



Vicinity Map (Dulles Town Crossing Subdivision highlighted in yellow)

According to the Statement of Justification, Ashley Furniture Homestore will be leasing an approximately 30,000 square foot retail space within Dulles Town Crossing. The lease is contingent upon receiving approval of the corporate signage proposed in this sign plan, which consists of an architectural feature projecting over the store entrance with corporate signage on three faces. The proposed signage requires modification of Section 5-1204(D)(3)(j) of the Zoning Ordinance, specifically the

regulations for inline structures in the PD-CC-RC zoning district with over 15,000 square feet of floor area pertaining to the total aggregate sign area, the maximum number of signs, the maximum area of any one sign, and the maximum height provisions.

COMPLIANCE WITH THE COMPREHENSIVE PLAN

The subject property is located within the Sterling Community in the Suburban Policy Area and is governed under the policies outlined in the Revised General Plan. The Plan designates this area for Keynote Employment uses with a Destination Retail Overlay (Revised General Plan, Planned Land Use Map). The retail policies of the Countywide Retail Plan Amendment ('Retail Plan') also apply.

The proposed Comprehensive Sign Plan was reviewed using both the design guidelines provided in the Revised General Plan and the Retail Plan.

ANALYSIS

1. Comprehensive Sign Plan

Collectively, the location, quality, and clarity of signs define the general perception of a development, individual business or commercial center and its surrounding community. If signs are well presented and coordinated, the image of the development as well as the individual businesses and tenants is enhanced. The Retail Plan specifies that buildings within a multi-building retail center should exhibit a unity of design through the use of similar elements such as rooflines, materials, window arrangement, location of signage and architectural details (*Retail Plan, Design Guidelines, Building Placement and Design*). The Retail Plan specifies that signs for commercial centers should be developed as an integral part of the overall center design and encourages a unified graphic design scheme (*Retail Plan, Design Guidelines, Signs and Lighting*).

The Ashley Furniture Homestore is one of several tenants in the Dulles Town Crossing retail center. The purpose of a Comprehensive Sign Plan is to provide a unified sign package for an entire development and not just for a single tenant.

Staff recommends that the application be revised to include signage for all of the tenants in the Dulles Town Crossing retail center or, at a minimum, the entire section of inline building where Ashley Furniture Homestore is to be located.

2. Size and Scale of Proposed Signs

The Comprehensive Sign Plan application includes guidelines and illustrative drawings of the new proposed signage for Ashley Furniture Homestore. A total of three building-mounted signs are proposed on an architectural feature projecting over the store entrance, one on the front and two on the sides. The front sign will occupy a maximum

of 240 square feet of space while the two side signs will take up 120 square feet, for an aggregate total of 480 square feet. A maximum height of 46 feet (the height of the entrance feature) is proposed.

While some of the signs for the in-line retail tenants at Dulles Town Crossing reflect a unified graphic design scheme through the use of a consistent red color, many of the newer and larger tenant signs instead reflect the tenant's corporate logo, colors, fonts, etc. As such, the overall design of the proposed signage for Ashley Furniture Homestore could be compatible with the existing signage at Dulles Town Crossing. However, staff is concerned that the architectural feature upon which the proposed signage will be placed extends well over the existing roofline and will be out of scale with the architectural design of the center. The size and scale of the proposed signs will also be four times larger than the signs for adjacent tenants along the same shopping strip which have been designed to meet Zoning Ordinance requirements. Adjacent tenants include Atlanta Bread Company, Supercuts and Carpet Man (see figure below).



Existing signs at Dulles Town Crossing. Ashley Furniture Homestore proposes to lease approximately 30,000 square feet of retail space formerly occupied by Scan Furniture.

If the application is not revised as recommended above to create a unified, coordinated sign plan for a larger area, then staff requests that the Applicant provide elevations for the entire inline structure including the existing sign areas for other tenants. Such an exhibit will be helpful to evaluate the impact of the proposed large signs for this single tenant on adjacent tenants. It may be appropriate to reduce the height of the proposed architectural feature and/or size

and scale of the proposed signs so that they will be more compatible and consistent with surrounding signage.

RECOMMENDATIONS

While the proposed Comprehensive Sign Plan is generally supportable, staff is concerned that the proposed signage would apply to only a single tenant, Ashley Furniture Homestore, in the overall Dulles Town Crossing retail center. Staff recommends that the application be revised to include signage for all of the tenants in the Dulles Town Crossing retail center or, at a minimum, the inline shopping structure where the Ashley Furniture Homestore is to be located in order to create a unified, coordinated sign plan for a larger area. If the application is not revised accordingly, then it may be appropriate to reduce the height of the proposed architectural feature and/or size and scale of the proposed signs so that they will be more compatible and consistent with surrounding signage which has been developed per Zoning Ordinance regulations. An exhibit illustrating the proposed signage for Ashley Furniture Homestore in comparison to existing adjacent signs for other tenants within the same shopping structure would be helpful.

As always, staff would be happy to meet with the Applicant to discuss these issues.

cc: Julie Pastor, AICP, Planning Director
Cindy Keegan, AICP, Community Planning Program Manager – via e-mail

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COUNTY OF LOUDOUN
DEPARTMENT OF BUILDING AND DEVELOPMENT
ZONING REFERRAL

DATE: May 19, 2009

TO: John Merrithew, Assistant Director, Department of Planning

FROM: Teresa H. Miller, Planner, Zoning Administration

CC: Marilee Seigfried, Deputy Zoning Administrator
Marsha Keim, Zoning Permits Manager

CASE NUMBER AND NAME: ZMOD-2009-0002 Ashley Furniture Home Store Sign Plan

TAX/MAP PARCEL NUMBER: /80//22/////A2/

MCPI: 030-37-0526

The subject parcel is zoned PD-CC-RC. Zoning Administration has reviewed the above referenced **Zoning Modification (ZMOD)** application for conformance to the Revised 1993 Loudoun County Zoning Ordinance and has the following comments.

1. The proposed Ashley Furniture store is one of several tenants on the subject parcel, which is owned by a single owner. The intent of a Comprehensive Sign Plan is a sign package for an entire development, not a single tenant. Thus, a Comprehensive Sign Plan should include all signage for the Dulles Town Crossing Center and because this does not, it is not comprehensive. Staff proposes the applicant include the entire portion of land bay A2 or at least the entire section of inline building which contains this tenant space.
2. For an inline tenant within this zoning district, the zoning ordinance permits one (1) sign per public entrance which may not exceed 60 square feet in size with an aggregate total for all signs not to exceed 200 square feet. The ordinance also limits the height of the sign to not be above the roofline of the building.

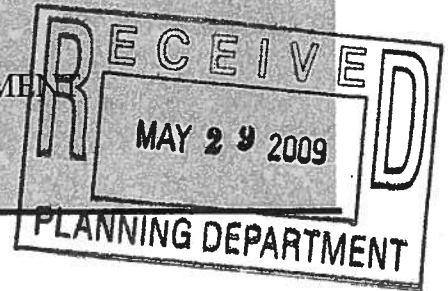
The applicant is proposing to increase the number of signs to three (3) per public entrance, with 1 main sign being 240 square feet and two additional signs at 120 square feet each. The total proposed aggregate is 480 square foot. This proposed signage is 4 times that allowed by the zoning ordinance as well as 4 times that of other tenants within this center. To better evaluate the impact of such large signs for this single tenant, staff requests to see elevations for the entire inline structure including sign areas for the other tenants which will meet the ordinance requirements.

The applicant is also proposing to construct an addition to the façade of the building, noted as an architectural feature in the Statement of Justification. This feature is being constructed to allow placement of the sign above the roofline of the existing building. Staff is concerned with the proposed height of this structure for the purpose of signage. While the applicant has not provided the existing building height, based

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upon the included elevation, the existing building appears to be approximately 25' in height. This will place the signs 10-15' above the existing building. Staff is concerned about the proposed height and would suggest the feature be lowered to be more in line with the existing building. To further evaluate the proposed height modification, staff requests elevations for the entire building façade.

COUNTY OF LOUDOUN
DEPARTMENT OF BUILDING AND DEVELOPMENT
ZONING REFERRAL



DATE: May 29, 2009
TO: John Merrithew, Assistant Director, Department of Planning
FROM: Teresa H. Miller, Planner, Zoning Administration
CC: Marilee Seigfried, Deputy Zoning Administrator
Marsha Keim, Zoning Permits Manager
CASE NUMBER AND NAME: ZMOD-2009-0002 Ashley Furniture Home Store Sign Plan
2nd submission
TAX/MAP PARCEL NUMBER: /80//22/////A2/
MCPI: 030-37-0526

The subject parcel is zoned PD-CC-RC. Zoning Administration has reviewed the second submission materials for the above referenced **Zoning Modification (ZMOD)** application for conformance to the Revised 1993 Loudoun County Zoning Ordinance and has the following comments.

1. While staff understands the desire of the applicant to lease the vacant tenant space in a timely manner, the intent of a comprehensive sign plan is not being met with this application.
2. The applicant has submitted elevations for the inline structure, however sign areas for the adjacent tenant spaces have not been provided. As the other tenant spaces within this inline structure are not subject to this zoning modification request, they will be allowed signage based upon the zoning ordinance. The surrounding tenants are permitted 30 - 60 square foot of signage per the zoning ordinance. At 240 square foot for one sign and two others at 120 square foot each, the Ashley Furniture architectural feature and signage will become the dominating feature for this inline structure.
3. It is noted that Dulles Town Crossing has several development entrances off Nokes Boulevard as well as Atlantic Boulevard. The center is permitted one entrance sign per vehicular entrance into the center. As an option for additional prominent signage, the names of tenants such as Ashley Furniture may be listed on these entrance signs.



WALSH COLUCCI
LUBELEY EMRICH
& WALSH PC

Christine Gleckner, AICP
Land Use Planner
(571) 209-5776
cgleckner@ldn.thelandlawyers.com

May 28, 2009

Via Hand Delivery

John Merrithew, Assistant Director
Loudoun County Department of Planning
One Harrison Street, SE
Leesburg, VA 20176

Re: Ashley Furniture Homestore Sign Plan ZMOD 2009-0002

Dear Mr. Merrithew:

This letter addresses and provides you with a written response to the referral agency comments in the above referenced application. For your convenience, each of the staff comments are stated below and the Applicant's responses follow in bold italics.

**LOUDOUN COUNTY DEPARTMENT OF PLANNING – COMMUNITY PLANNING
(SARAH MILIN, 5/20/2009)**

ANALYSIS

1. Comprehensive Sign Plan

Collectively, the location, quality, and clarity of signs define the general perception of a development, individual business or commercial center and its surrounding community. If signs are well presented and coordinated, the image of the development as well as the individual businesses and tenants is enhanced. The Retail Plan specifies that buildings within a multi-building retail center should exhibit a unity of design through the use of similar elements such as rooflines, materials, window arrangement, location of signage and architectural details (*Retail Plan, Design Guidelines, Building Placement and Design*). The Retail Plan specifies that signs for commercial centers should be developed as an integral part of the overall center design and encourages a unified graphic design scheme (*Retail Plan, Design Guidelines, Signs and Lighting*).

The Ashley Furniture Homestore is one of several tenants in the Dulles Town Crossing retail center. The purpose of a Comprehensive Sign Plan is to provide a unified sign package for an entire development and not just for a single tenant.

PHONE 703 737 3633 ■ FAX 703 737 3632 ■ WWW.THELANDLAWYERS.COM
1 E. MARKET STREET, THIRD FLOOR ■ LEESBURG, VA 20176-3014

ARLINGTON OFFICE 703 528 4700 ■ PRINCE WILLIAM OFFICE 703 680 4664

ATTORNEYS AT LAW

AB

Staff recommends that the application be revised to include signage for all of the tenants in the Dulles Town Crossing retail center or, at a minimum, the entire section of inline building where Ashley Furniture Homestore is to be located.

Applicant Response: *While the applicant would have liked to have submitted a comprehensive sign plan for Dulles Town Crossing, the timeline requirements to secure this major tenant for the retail center precluded expanding the sign plan beyond the signage required to secure the lease for the Ashley Furniture Homestore tenant. As the photos submitted along with this response letter attest, this section of the retail center has vacancies in two major tenant spaces along with smaller tenant space vacancies. Securing this major tenant lease by August is paramount at this time for this center. The applicant, however, does plan to submit a sign plan for the rest of the retail center sometime in the near future, unless the County undertakes amendments to the sign ordinance that meets the needs of the retail center.*

2. Size and Scale of Proposed Signs

The Comprehensive Sign Plan application includes guidelines and illustrative drawings of the new proposed signage for Ashley Furniture Homestore. A total of three building-mounted signs are proposed on an architectural feature projecting over the store entrance, one on the front and two on the sides. The front sign will occupy a maximum of 240 square feet of space while the two side signs will take up 120 square feet, for an aggregate total of 480 square feet. A maximum height of 46 feet (the height of the entrance feature) is proposed.

While some of the signs for the in-line retail tenants at Dulles Town Crossing reflect a unified graphic design scheme through the use of a consistent red color, many of the newer and larger tenant signs instead reflect the tenant's corporate logo, colors, fonts, etc. As such, the overall design of the proposed signage for Ashley Furniture Homestore could be compatible with the existing signage at Dulles Town Crossing. However, staff is concerned that the architectural feature upon which the proposed signage will be placed extends well over the existing roofline and will be out of scale with the architectural design of the center. The size and scale of the proposed signs will also be four times larger than the signs for adjacent tenants along the same shopping strip which have been designed to meet Zoning Ordinance requirements. Adjacent tenants include Atlanta Bread Company, Supercuts and Carpet Man.

If the application is not revised as recommended above to create a unified, coordinated sign plan for a larger area, then staff requests that the Applicant provide elevations for the entire inline structure including the existing sign areas for other tenants. Such an exhibit will be helpful to evaluate the impact of the proposed large signs for this single tenant on adjacent tenants. It may be appropriate to reduce the height of the proposed architectural feature and/or size and scale of the proposed signs so that they will be more compatible and consistent with surrounding signage.

Applicant Response: *With this submission, front elevations have been provided for the Ashley Furniture Homestore within the context of the entire inline structure. The architectural feature provides a focal point at the center of this structure rather than dominating the*

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structure. It is compatible in scale and breaks up the elongated space. The photos with the added architectural feature from the vantage point of the adjacent roadways (Nokes Boulevard at City Center Boulevard and Dulles Eastern Plaza) illustrate that the architectural feature provides visibility for the inline structure from the adjacent roadways, blending in with the center without being obtrusive or dominating the structure.

RECOMMENDATIONS

While the proposed Comprehensive Sign Plan is generally supportable, staff is concerned that the proposed signage would apply to only a single tenant, Ashley Furniture Homestore, in the overall Dulles Town Crossing retail center. Staff recommends that the application be revised to include signage for all of the tenants in the Dulles Town Crossing retail center or, at a minimum, the inline shopping structure where the Ashley Furniture Homestore is to be located in order to create a unified, coordinated sign plan for a larger area. If the application is not revised accordingly, then it may be appropriate to reduce the height of the proposed architectural feature and/or size and scale of the proposed signs so that they will be more compatible and consistent with surrounding signage which has been developed per Zoning Ordinance regulations. An exhibit illustrating the proposed signage for Ashley Furniture Homestore in comparison to existing adjacent signs for other tenants within the same shopping structure would be helpful.

Applicant Response: *Due to the specific requirements of this major tenant, the applicant can include only this tenant signage at this time and meet the timeline for the tenant. The illustratives and photos provided with this submission illustrate that the proposed architectural feature with associated signage provides a focal point for this inline that has low visibility from the adjacent roadways, while being compatible and in scale with the retail center and the other tenant signage.*

LOUDOUN COUNTY DEPARTMENT OF BUILDING & DEVELOPMENT – ZONING ADMINISTRATION (TERESA MILLER, 5/19/2009)

1. The proposed Ashley Furniture store is one of several tenants on the subject parcel, which is owned by a single owner. The intent of a Comprehensive Sign Plan is a sign package for an entire development, not a single tenant. Thus, a Comprehensive Sign Plan should include all signage for the Dulles Town Crossing Center and because this does not, it is not comprehensive. Staff proposes the applicant include the entire portion of land bay A2 or at least the entire section of inline building which contains this tenant space.

Applicant Response: *While the applicant would have liked to have submitted a comprehensive sign plan for Dulles Town Crossing, the timeline requirements to secure this major tenant for the retail center precluded expanding the sign plan beyond the signage required to secure the lease for the Ashley Furniture Homestore tenant. As the photos submitted along with this response letter attest, this section of the retail center has vacancies in two major tenant spaces along with smaller tenant space vacancies. Securing this major tenant lease by August is paramount at this time for this center. The applicant, however, does plan to submit a sign plan for the rest of the retail center sometime in the near future, unless the County undertakes*

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amendments to the sign ordinance that meets the needs of the retail center.

2. For an inline tenant within this zoning district, the zoning ordinance permits one (1) sign per public entrance which may not exceed 60 square feet in size with an aggregate total for all signs not to exceed 200 square feet. The ordinance also limits the height of the sign to not be above the roofline of the building.

The applicant is proposing to increase the number of signs to three (3) per public entrance, with 1 main sign being 240 square feet and two additional signs at 120 square feet each. The total proposed aggregate is 480 square foot. This proposed signage is 4 times that allowed by the zoning ordinance as well as 4 times that of other tenants within this center. To better evaluate the impact of such large signs for this single tenant, staff requests to see elevations for the entire inline structure including sign areas for the other tenants which will meet the ordinance requirements.

Applicant Response: *With this submission, front elevations have been provided for the Ashley Furniture Homestore within the context of the entire inline structure. The architectural feature provides a focal point at the center of this structure rather than dominating the structure. It is compatible in scale and breaks up the elongated space. The photos with the added architectural feature from the vantage point of the adjacent roadways (Nokes Boulevard at City Center Boulevard and Dulles Eastern Plaza) illustrate that the architectural feature provides visibility for the inline structure from the adjacent roadways, blending in with the center without being obtrusive or dominating the structure. Additionally, photos have been included showing the signs for the current two existing inline tenants. Since, the Ashley Furniture Homestore will be the anchor tenant for this inline structure, it is appropriate for the anchor to have more prominent signage than the smaller inline tenants. The proposed architectural feature provides a focal point for the inline structure and provides more visibility to the adjacent roadways for this low visibility structure. The anchor tenant with its architectural feature will help to attract tenants to the entire inline center, thereby benefitting the smaller tenants with less visible signs.*

The applicant is also proposing to construct an addition to the façade of the building, noted as an architectural feature in the Statement of Justification. This feature is being constructed to allow placement of the sign above the roofline of the existing building. Staff is concerned with the proposed height of this structure for the purpose of signage. While the applicant has not provided the existing building height, based upon the included elevation, the existing building appears to be approximately 25' in height. This will place the signs 10-15' above the existing building. Staff is concerned about the proposed height and would suggest the feature be lowered to be more in line with the existing building. To further evaluate the proposed height modification, staff requests elevations for the entire building façade.

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Applicant Response: *The requested elevations have been provided. Additionally, the photos with the architectural feature added illustrate that the feature provides a focal point, visual interest and variety to the existing elevation. Further, the photos illustrate that the feature provides visibility for this center from the adjacent roadways while being compatible with the existing structure and not being a dominant feature.*

Very truly yours,

WALSH, COLUCCI, LUBELEY, EMRICH &
WALSH, P.C.

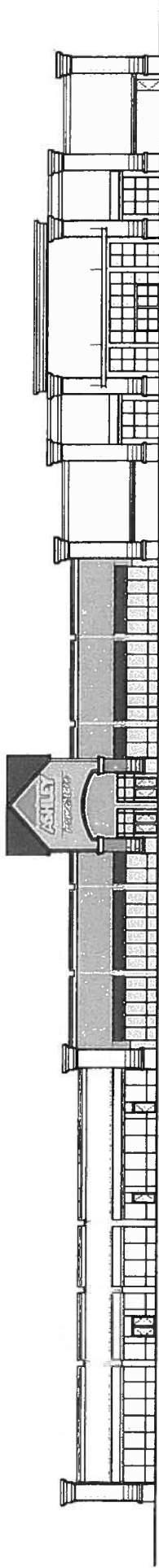


Christine Gleckner, AICP
Land Use Planner

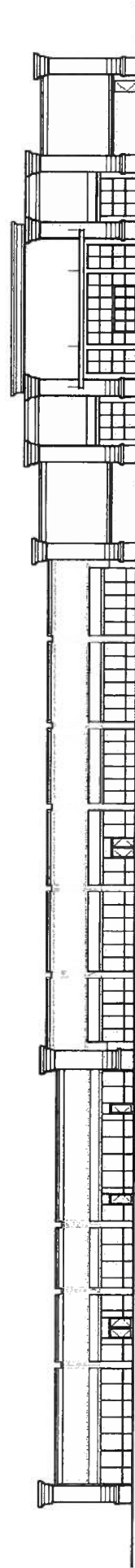
Enclosures

Cc: William Wegmann, Kimco Realty

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OVERALL CENTER ELEVATION WITH NEW STOREFRONT



OVERALL EXISTING CENTER ELEVATION

A-13



ASHLEY FURNITURE HOMESTORE - DULLES TOWN CROSSING
VIEW FROM: NOKES BLVD. & CITY CENTER BLVD

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ARTIST CONCEPT HOMESTORE - DULLES TOWN CROSSING
VIEW FROM: NOKES BLVD. & DULLES EASTERN PLAZA

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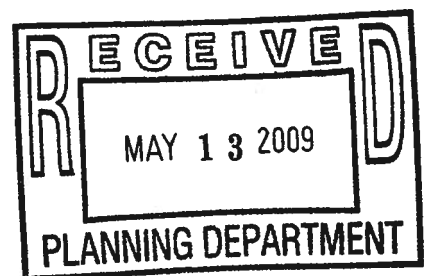


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KIMCO REALTY/ASHLEY FURNITURE HOMESTORE
DULLES TOWN CROSSING
COMPREHENSIVE SIGN PLAN

May 6, 2009

Revised May 12, 2009

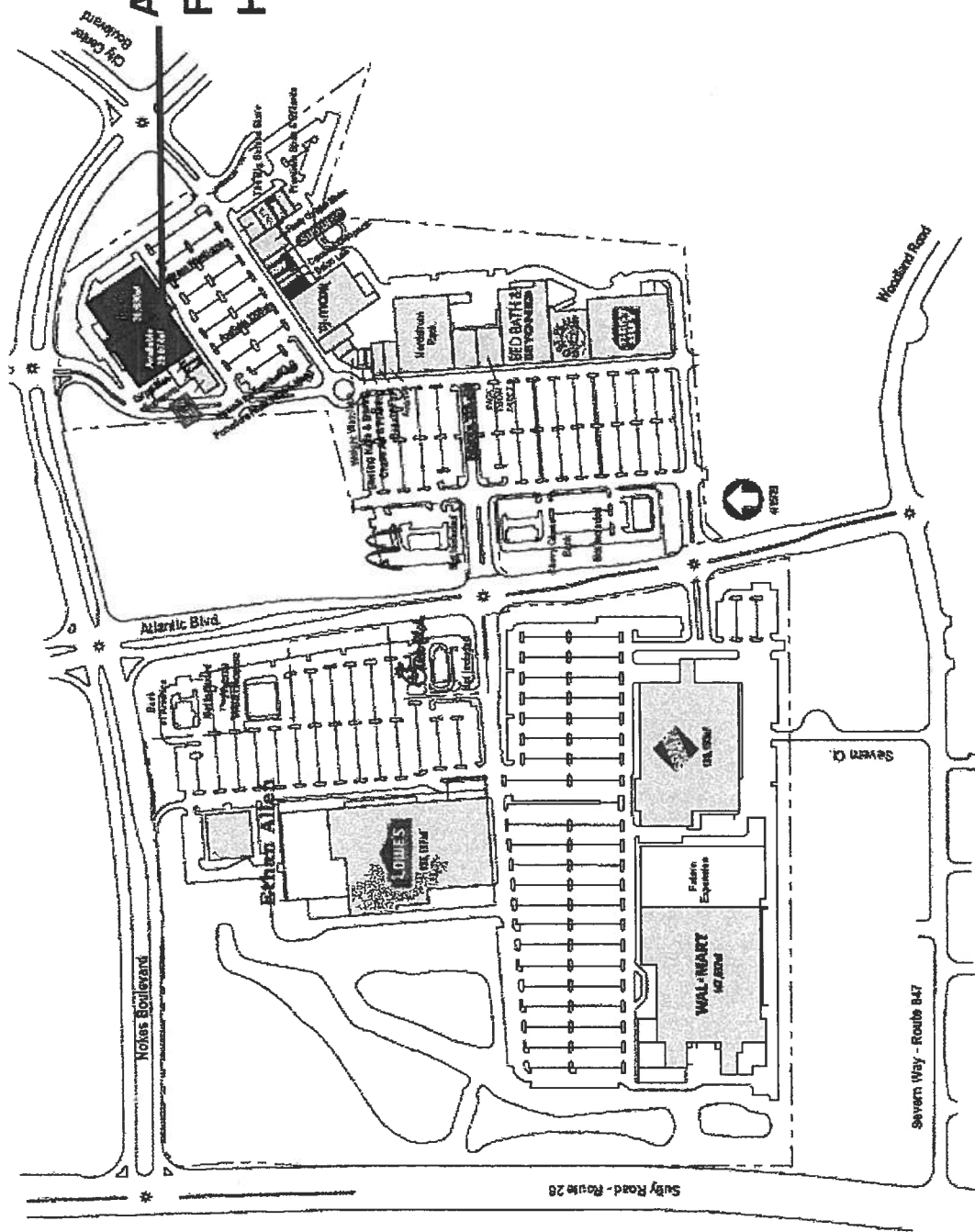


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DULLES TOWN CROSSING

STERLING, VA 1175

FD: 41609



KIMCO
REALTY

For more information contact
Kevin Allen
443-367-5124
kallen@kimcorealty.com

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Jeffrey D Mahler
architect
100 Avenue Ave.
Wood, NJ 07075
201-329-1100

Jeffrey D Mahler Esq. AIA



**Kimco Realty
Corporation**

DULLES TOWN CROSSING
ANCHOR K
STERLING, VIRGINIA

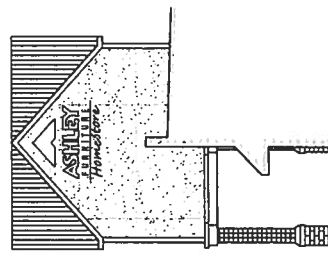
Year	Value	Unit
2010	100	100
2011	100	100
2012	100	100
2013	100	100
2014	100	100
2015	100	100
2016	100	100
2017	100	100
2018	100	100
2019	100	100
2020	100	100

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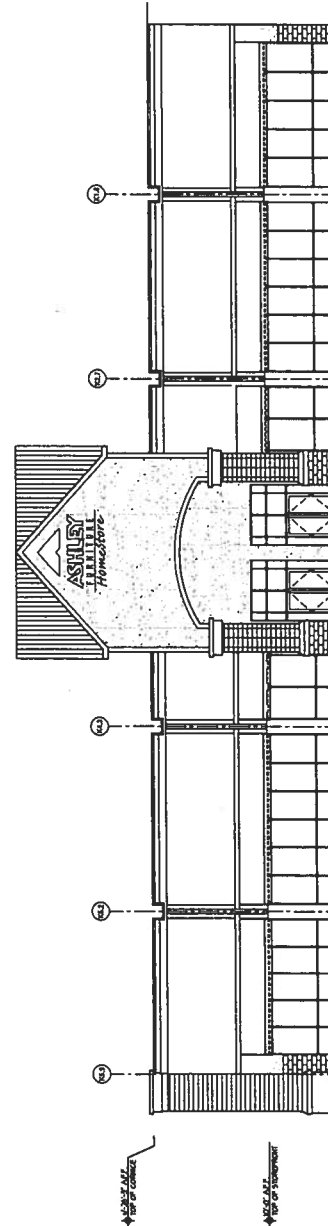
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SK-2

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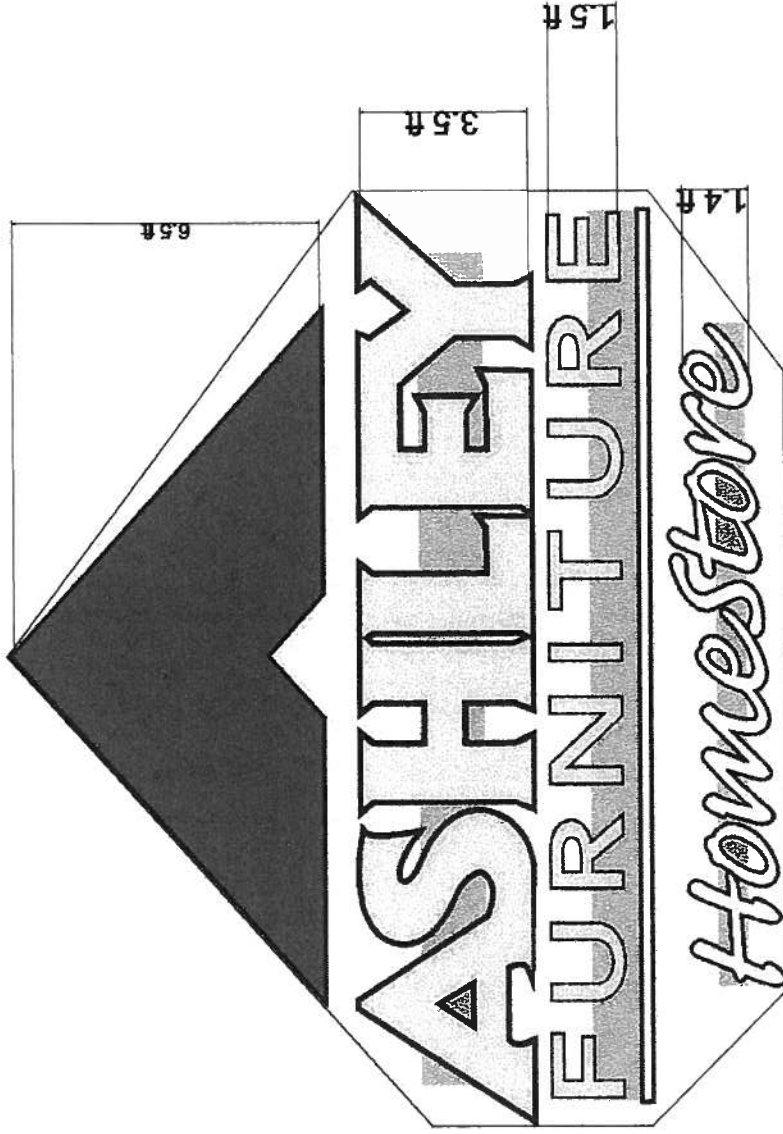
N1 **SIDE ELEVATION**
SCALE: 1/8"=1'-0"



FRONT ELEVATION

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FRONT VIEW



internally illuminated with
white neon
all returns and trim to be
heron blue
raceways to match building
sign to be mounted to building

Total Sign Area: 240 sq ft

All Work Is U.L. Approved

NOTE: ALL DIMENSIONS ARE NOMINAL AND VARY SLIGHTLY IN PRODUCTION

Family
Signs
202 Freedom Ct.
Fredericksburg, VA
ph. (540) 891-8490
fax (540) 891-8010

CLIENT _____ LOCATION Dulles Towne Center DATE May 12, 2009
REVISED _____ PROPERTY MANAGEMENT APPROVAL _____
SCALE _____ FILE NAME _____ CLIENT APPROVAL _____

SIDE VIEW



internally illuminated with
white neon

all returns and trim to be
heron blue

raceways to match building
sign to be mounted to building

Total Sign Area: 120 sq ft

All Work Is U.L. Approved

NOTE: ALL DIMENSIONS ARE NOMINAL AND VARY SLIGHTLY IN PRODUCTION

Family
Signs
202 Freedom Ct.
Fredericksburg, VA
ph. (540) 891-8490
fax (540) 891-8010

CLIENT _____ LOCATION Dulles Towne Center DATE May 12, 2009
REVISED _____ PROPERTY MANAGEMENT APPROVAL _____
SCALE _____ FILE NAME _____ CLIENT APPROVAL _____

Dulles Town Crossing/Ashley Furniture Homestore COMPREHENSIVE SIGN PLAN

STATEMENT OF JUSTIFICATION

May 1, 2009

I. Introduction

Kimco Realty is the applicant of the proposed Comprehensive Sign Plan (CSP) for the Ashley Furniture Homestore in the Dulles Town Crossing retail center. Dulles Town Crossing, owned by PL Dulles LLC of Hyde Park, New York, is an approximately 34.45 acre regional commercial center zoned PD-CC-RC. The property is located on the east side of Atlantic Boulevard and south of Nokes Boulevard in the Route 28 corridor of eastern Loudoun County.

Ashley Furniture Homestore will be leasing an approximately 30,000 square foot retail space within the Dulles Town Crossing retail center. The lease is contingent upon receiving approval of the signage proposed in this sign plan. The location of this retail space is interior to the retail center parcel without direct visibility from the adjoining network of Nokes Boulevard and Atlantic Boulevard. The lease is contingent upon receiving approval of the corporate signage for the Ashley Furniture Homestore. This signage consists of an architectural feature projecting over the store entrance, with the corporate signage on the three faces of this architectural feature facing the front and the two sides. The square footage of the proposed signage, approximately 480 square feet combined, with the actual sign area comprising approximately 288 square feet combined, requires a modification of the PD-CC-RC district sign regulations for tenant signage.

II. Project Summary

Present Zoning Ordinance Classification:PD-CC-RC

Use of Property: Retail

Use of Adjacent Property: North: Regional shopping mall restaurants

East: Office, vacant

South: Commercial/office

West: Retail, restaurant, bank

Planned Use Designation: Keynote employment center

Adjacent Planned Uses: North: Keynote employment center
 East: Keynote employment center
 South: Keynote employment center
 West: Keynote employment center

III. Comprehensive Sign Plan

The applicant is requesting approval of the proposed comprehensive sign plan for the Ashley Furniture Homestore within the Dulles Town Crossing retail center to modify the regulations contained in Section 5-1204(D)(3)(j) of the Revised 1993 Loudoun County Zoning Ordinance. This section pertains to tenant signs in inline structures in the PD-CC-RC zoning district with over 15,000 square feet of floor area. The applicant is modifying the total aggregate sign area, the maximum number of signs, the maximum area of any one sign and the maximum height provisions contained in this section, pursuant to the sign matrix included in the sign plan.

Modifications to the sign regulations, subsequent to a rezoning to a PD District may be done in accordance with Section 6-1511(B), "Modification to the sign regulations with the submittal of a Comprehensive Sign Package" in accordance with Section 5-1202(E). The criteria for satisfying the public purpose to an equivalent degree for a comprehensive sign plan application are addressed and enclosed as Attachment 1. Additionally, as required by Zoning Ordinance Section 6-1310, the issues of consideration of a special exception have been addressed and are enclosed as Attachment 2.

IV. Justification

The viability of commercial uses is tied to the clarity and location of its signage. Signage must convey information in an eye-catching, yet appropriate, way to assure that viability. As stated in the Zoning Ordinance, "...the primary purpose of signage is to help people find what they need without difficulty or confusion and without adverse impact on the visual character of an area..." Effective signage is tasteful, textually limited and appropriately sized. The design

profession must balance the objectives of the businesses within a community with the needs of the consumer while addressing the ordinance requirements. The CSP is a means of achieving of this balance while enhancing the visual environment. Signage must be compatible with the architecture and landscaping of the retail center. The proposed CSP combines the textual and graphic necessities of a commercial use's viability into an appealing and attractive visual environment. Successful signage draws attention to uses within a retail center while blending with the architectural style and visual quality of the retail center. The proposed signage accomplishes these criteria by providing a compatible architectural feature to the façade of this inline store, while communicating the individual tenant occupying this anchor size retail space.

The proposed tenant will be an anchor size tenant of nearly 30,000 square feet within a regional scale retail center at a location designated for destination retail uses in the retail policy plan of the Revised General Plan. This tenant has made the lease contingent upon the approval of the proposed signage. This retail center is the appropriate location in terms of its comprehensive plan designation and zoning district. The businesses within the Route 28 corridor are part of the County's economic development plan to generate significant tax revenue for the County and the Route 28 taxing district, which is paying for the significant transportation improvements along Route 28. The proposed signage is appropriately scaled and designed for the type of retail center in this location and will enable a major retail tenant to locate in this center and produce tax revenues for the County in accordance with its plans.

V. Summary

The proposed Ashley Furniture Homestore Comprehensive Sign Plan within the Dulles Town Crossing retail center provides the signage required for a major retail tenant that blends compatibly with the architectural style of the retail center in which it is locating. The scale and number of signs is commensurate with the size of the retail space to be occupied by Ashley Furniture Homestore. Specific requirements for the proposed signs are identified in the Comprehensive Sign Plan. The proposed signage complements the landscaping and architecture

of the retail center. Approval of the proposed Comprehensive Sign Plan will help enable a major retailer to locate in a regional scale retail center providing needed services to the residents and businesses in the area and ensuring the viability of the retail center within the Route 28 corridor.

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ATTACHMENT 1
STATEMENT OF JUSTIFICATION
May 1, 2009
ASHLEY FURNITURE HOMESTORE COMPREHENSIVE SIGN PLAN

**COMPREHENSIVE SIGN PLAN POLICY – CRITERIA FOR SATISFYING THE
PUBLIC PURPOSE TO AN EQUIVALENT DEGREE**
From the May 19, 1999 Planning Commission Committee of the Whole Meeting Report

Criterion 1: Will the number, location and size of signs proposed adequately help people find what they need without difficulty or confusion: (Are the signs visible to the driving public and located and sized to enable the public to make turns in a timely manner? Identify the criteria used to make this assessment, such as sign industry standards, etc. Is the modification the least amount needed to meet these criteria?)

Response: *This sign plan is proposed specifically to help people find this tenant without difficulty or confusion from the adjoining roadways.*

Criterion 2: Will the proposed signage have an adverse impact on the visual character of an area or provide an overload of graphic messages or displays in the environment of Loudoun County?

Response: *The proposed sign plan is well designed and complements the visual character of the Dulles Town Crossing retail center. The graphic messages located on the tenant entrance feature are compatible with the architecture of the project without overwhelming the surrounding area and businesses.*

Criterion 3: Does the proposed signage treat similar types of signs consistently?

Response: *The proposed signage is unified in design, color, letter type and materials.*

Criterion 4: Are the proposed signs subordinate to the structures and land use functions they reference and are they accessory components or an overall composition of architectural elements?

Response: *The proposed signs are integrated with the proposed entrance feature for this anchor scale retail space. The entrance feature with signage adds architectural interest to this inline retail building. The entrance feature with signs uses the same materials, colors, details and styles as the inline retail building and is designed to be an integral design element of the building.*

Criterion 5: Does the proposed signage encourage the general attractiveness, historic quality, and unique character of Loudoun County, and protect property values?

Response: The proposed signage complements the landscaping and architecture of the retail center, which promotes the center's general attractiveness.

Criterion 6: Does the proposed signage represent a comprehensive CSP that is coordinated/unified, in terms of design, lighting, materials, colors, landscaping, etc. that reflects unique character of the planned development?

Response: While the proposed sign plan is for a single tenant, it is well coordinated and unified in design, lighting, materials and colors with the retail center and reflects the character of the retail center. The proposed entrance feature adds visual interest to the inline retail building.

Criterion 7: Does the site have unusual characteristics such as topography, size, configuration and the like which would warrant a modification.

Response: This sign plan addresses the viability of a major retail tenant (30,000 s.f.) within a regional center with regard to visibility from the surrounding roadway network, which warrants the proposed modification. The proposed design adds to the architectural character of the retail center while providing the visibility necessary for the viability of this desirable retail tenant.

Criterion 8: Is the proposed CSP in conformance with the policies of the County's Comprehensive Plan?

Response: The proposed sign plan supports the goals and policies of the County's Comprehensive Plan by providing attractive signage that is compatible with the character of the Dulles Town Crossing regional scale retail center and by providing safe and efficient movement for its workers and visitors through enhanced visibility that enhances the appearance of the retail center. Additionally, it provides viability for a major retail tenant which supports vital economic activity in the Route 28 Keynote Employment corridor.

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ATTACHMENT 2
STATEMENT OF JUSTIFICATION
APRIL 30, 2009
ASHLEY FURNITURE HOMESTORE COMPREHENSIVE SIGN PLAN

Section 6-1310 Issues of Consideration of the Revised 1993 Loudoun County Zoning Ordinance

- (A) Whether the proposed special exception is consistent with the Comprehensive Plan.**

The proposed sign plan supports the goals and policies of the County's Comprehensive Plan by providing an attractive tenant signage that is compatible with the character of the Dulles Town Crossing regional scale retail center and by providing safe and efficient movement for its workers and visitors through enhanced visibility that enhances the appearance of the retail center. Additionally, it provides economic viability for a major retail tenant, which supports vital economic activity in the Route 28 Keynote Employment corridor in a destination, regional-scale retail center.

- (B) Whether the proposed special exception will adequately provide for safety from fire hazards and have effective measures of fire control.**

Signage will assist in directing fire trucks to the location, in the event there is a fire.

- (C) Whether the level and impact of any noise emanating from the site, including that generated by the proposed use, negatively impacts the uses in the immediate area.**

Not applicable to signage.

- (D) Whether the glare or light that may be generated by the proposed use negatively impacts uses in the immediate area.**

Lighting for the signs will be internally illuminated and will not have any impact on the uses in the immediate area.

- (E) Whether the proposed use is compatible with other existing or proposed uses in the neighborhood, and adjacent parcels.**

The proposed sign plan is well designed and complements the visual character of the Dulles Town Crossing retail center. The graphic messages located on the tenant entrance feature are compatible with the architecture of the project without overwhelming the surrounding area and businesses.

- (F) **Whether sufficient existing or proposed landscaping, screening and buffering on the site and in the neighborhood to adequately screen surrounding uses.**
The proposed signage is building mounted and will have no effect on the retail center landscaping, screening and buffering.
- (G) **Whether the proposed special exception will result in the preservation of any topographic or physical, natural, scenic, archaeological or historic feature of significant importance.**
Not applicable to building mounted signage.
- (H) **Whether the proposed special exception will damage existing animal habitat, vegetation, water quality (including groundwater) or air quality.**
Not applicable to building mounted signage.
- (I) **Whether the proposed special exception at the specified location will contribute to or promote the welfare or convenience of the public.**
The proposed signage will assist visitors and workers by providing information within the retail center. The public welfare also is enhanced by providing economic viability for a major retail tenant who supports vital economic activity in the Route 28 Keynote Employment corridor.
- (J) **Whether the traffic expected to be generated by the proposed use will be adequately and safely served by roads, pedestrian connections and other transportation services.**
The proposed sign plan will not affect traffic generated by the project.
- (K) **Whether, in the case of existing structures proposed to be converted to uses requiring a special exception, the structures meet all code requirements of Loudoun County.**
Not applicable to signage.
- (L) **Whether the proposed special exception will be served adequately by essential public facilities and services.**
Not applicable to signage.

- (M) **The effect of the proposed special exception on groundwater supply.**
Not applicable to signage.
- (N) **Whether the proposed use will affect the structural capacity of the soils.**
Not applicable to signage.
- (O) **Whether the proposed use will negatively impact orderly and safe road development and transportation.**
Appropriately designed signage is helpful for visitors, deliveries, employees and emergency services to navigate within a retail center.
- (P) **Whether the proposed special exception use will provide desirable employment and enlarge the tax base by encouraging economic development activities consistent with the Comprehensive Plan.**
The proposed sign plan will enhance the economic viability of a major retail tenant within a regional scale retail center in the Route 28 Keynote Employment corridor. This corridor is designed to promote economic development activity that enlarges the tax base, and this sign plan will promote these goals by bringing this tenant to the Dulles Town Crossing retail center.
- (Q) **Whether the proposed special exception considers the needs of agriculture, industry, and businesses in future growth.**
Not applicable to signage.
- (R) **Whether adequate on and off-site infrastructure is available.**
Not applicable to signage.
- (S) **Any anticipated odors which may be generated by the uses on site, and which may negatively impact adjacent uses.**
Not applicable to signage.
- (T) **Whether the proposed special exception uses sufficient measures to mitigate the impact of construction traffic on existing neighborhoods and school areas.**
Not applicable to signage.

I, William Wegmann, Agent, do hereby state that I am an

 Applicant

☒ Applicant's Authorized Agent listed in Section C.1. below

in Application Number(s): ZMOD 2009-

and that to the best of my knowledge and belief, the following information is true:

C. DISCLOSURES: REAL PARTIES IN INTEREST AND LAND USE PROCEEDINGS

1. REAL PARTIES IN INTEREST

The following constitutes a listing of the names and addresses of all **APPLICANTS, TITLE OWNERS, CONTRACT PURCHASERS** and **LESSEES** of the land described in the application* and if any of the forgoing is a **TRUSTEE**** each **BENEFICIARY** of such trust, and all **ATTORNEYS**, and **REAL ESTATE BROKERS**, and all AGENTS of any of the foregoing.

All relationships to the persons or entities listed above in **BOLD** print must be disclosed. Multiple relationships may be listed together (ex. Attorney/Agent, Contract Purchaser/Lessee, Applicant/Title Owner, etc.) For a multiple parcel application, list the Parcel Identification Number (PIN) of the parcel(s) for each owner(s).

<i>PIN</i>	<i>NAME (First, M.I., Last)</i>	<i>ADDRESS (Street, City, State, Zip Code)</i>	<i>RELATIONSHIP (Listed in bold above)</i>
030-37-0526	Kimco Realty Corporation	170 West Ridgely Road, Lutherville, MD 21093	Applicant
030-37-0526	T.T.&C. One, LLC dba Ashley Furniture Homestore	14270 Smoketown Road, Woodbridge, VA 22192	Applicant (Tenant)
030-37-0526	P L Dulles LLC	3333 New Hyde Park Road, New Hyde Park, NY 11042	Property Owner
	L2M, Inc.	811 Cromwell Park Drive, Ste 113, Glen Burnie, MD 21061	Architect/Agent
	Family Signs	202 Freedom Court, Fredericksburg, VA 22408	Manufacturer/Agent
	Walsh, Colucci, Lubeley, Emrich & Walsh, P.D.	1 East Market Street, 3 rd Fl Leesburg, Va 20176	Attorneys/Planners/ Agent

* In the case of a condominium, the title owner, contract purchaser, or lessee of 10% or more of the units in the condominium.

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Check if applicable:

☒ There are additional Real Parties in Interest. See Attachment to Paragraph C-1.

LISTING OF INDIVIDUAL AGENTS

1. **Kimco Realty Corporation**
William Wegmann
2. **P L Dulles LLC**
3. **L2M Architects, Inc.**
Jeffrey Mahler
4. **Family Signs**
Jackie Calloway
Elmer Ennis
5. **Walsh, Colucci, Lubeley, Emrich & Walsh, P.C.**
R. Randall Minchew
Andrew Painter
Kimberlee Welsh Cummings
Christine Gleckner
William J. Keefe
Michael Romeo

If multiple copies of this page are provided please indicate Page 2 of 2 pages.

2. CORPORATION INFORMATION (see also Instructions, Paragraph B.3 above)

The following constitutes a listing of the **SHAREHOLDERS** of all corporations disclosed in this affidavit who own 10% or more of any class of stock issued by said corporation, and where such corporation has 100 or fewer shareholders, a listing of all of the shareholders, **and if such corporation is an owner of the subject land**, all **OFFICERS** and **DIRECTORS** of such corporation. (Include sole proprietorships, limited liability companies and real estate investment trusts).

Name and Address of Corporation: (complete name, street address, city, state, zip code)

Kimco Realty Corporation, 170 West Ridgely Road, Lutherville, MD 21093

Description of Corporation:

☐ There are 100 or fewer shareholders and all shareholders are listed below.

☐ There are more than 100 shareholders, and all shareholders owning 10% or more of any class of stock issued by said corporation are listed below.

☐ There are more than 100 shareholders but no shareholder owns 10% or more of any class of stock issued by said corporation, and no shareholders are listed below.

☒ There are more than 500 shareholders and stock is traded on a national or local stock exchange.

Names of Shareholders:

SHAREHOLDER NAME (First, M.I., Last)	SHAREHOLDER NAME (First, M.I., Last)

Names of Officers and Directors:

NAME (First, M.I., Last)	Title (e.g. President, Treasurer)

Check if applicable:

☒ There is additional Corporation Information. See Attachment to Paragraph C-2.

2. CORPORATION INFORMATION (see also Instructions, Paragraph B.3 above)

The following constitutes a listing of the **SHAREHOLDERS** of all corporations disclosed in this affidavit who own 10% or more of any class of stock issued by said corporation, and where such corporation has 100 or fewer shareholders, a listing of all of the shareholders, and if such corporation is an owner of the subject land, all **OFFICERS** and **DIRECTORS** of such corporation. (Include sole proprietorships, limited liability companies and real estate investment trusts).

Name and Address of Corporation: (complete name, street address, city, state, zip code)

PL Dulles LLC, 3333 New Hyde Park Road, New Hyde Park, NY 11042

Description of Corporation:

☒ *There are 100 or fewer shareholders and all shareholders are listed below.*

☐ *There are more than 100 shareholders, and all shareholders owning 10% or more of any class of stock issued by said corporation are listed below.*

☐ *There are more than 100 shareholders but no shareholder owns 10% or more of any class of stock issued by said corporation, and no shareholders are listed below.*

☐ *There are more than 500 shareholders and stock is traded on a national or local stock exchange.*

Names of Shareholders:

SHAREHOLDER NAME (First, M.I., Last)	SHAREHOLDER NAME (First, M.I., Last)
KUBS Dulles, LLC	

Names of Officers and Directors:

NAME (First, M.I., Last)	Title (e.g. President, Treasurer)
Milton Cooper, CEO; David B. Henry, President & Chief Investment Officer; David R. Lukes, EVP & COO; Michael V. Pappagallo, EVP, CFO & Chief Administrative Officer; Barbara E. Briamonte, VP; William Brown, VP; JoAnn Carpenter, VP; Glenn G. Cohen, VP, Treasurer & Chief Accounting Officer; Stuart Cox, VP; Joseph Denis, VP; Paul Dooley, VP; Raymond Edwards, VP; Conor Flynn, FP; Patrick Flynn, VP; Scott Gerber, VP; Frederick Kurz, VP; Leah Landro, VP; Nicole McCarthy, VP; Robert Nadler, VP; Peter O'Byrne, VP; Scott Onufrey, VP;	Michael E. Parry, VP & Asst Secretary; Barbara Pooley, VP; Paul Puma, VP; Bruce Rubenstein, VP & Secretary; Michael D. Schindler, VP; Edward B. Senenman, VP; Wilbur E. Simmons, III, VP; Kevin Smith, VP & Asst Secretary; Thomas Taddeo, VP & Chief Information Officer; John Visconsi, VP; Joshua Weinkranz, VP; Kathleen M. Gazerro, Asst Secretary; Susan L. Masone, Asst Secretary.

Check if applicable:

☒ *There is additional Corporation Information. See Attachment to Paragraph C-2.*

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2. CORPORATION INFORMATION (see also Instructions, Paragraph B.3 above)

The following constitutes a listing of the **SHAREHOLDERS** of all corporations disclosed in this affidavit who own 10% or more of any class of stock issued by said corporation, and where such corporation has 100 or fewer shareholders, a listing of all of the shareholders, and if such corporation is an owner of the subject land, all **OFFICERS** and **DIRECTORS** of such corporation. (Include sole proprietorships, limited liability companies and real estate investment trusts).

Name and Address of Corporation: (complete name, street address, city, state, zip code)

KUBS Dulles LLC

Description of Corporation:

☒ There are 100 or fewer shareholders and all shareholders are listed below.

☐ There are more than 100 shareholders, and all shareholders owning 10% or more of any class of stock issued by said corporation are listed below.

☐ There are more than 100 shareholders but no shareholder owns 10% or more of any class of stock issued by said corporation, and no shareholders are listed below.

☐ There are more than 500 shareholders and stock is traded on a national or local stock exchange.

Names of Shareholders:

SHAREHOLDER NAME (First, M.I., Last)	SHAREHOLDER NAME (First, M.I., Last)
KUBS Income Fund II Business Trust	

Names of Officers and Directors:

NAME (First, M.I., Last)	Title (e.g. President, Treasurer)

Check if applicable:

☒ There is additional Corporation Information. See Attachment to Paragraph C-2.

2. CORPORATION INFORMATION (see also Instructions, Paragraph B.3 above)

The following constitutes a listing of the **SHAREHOLDERS** of all corporations disclosed in this affidavit who own 10% or more of any class of stock issued by said corporation, and where such corporation has 100 or fewer shareholders, a listing of all of the shareholders, **and if such corporation is an owner of the subject land**, all **OFFICERS** and **DIRECTORS** of such corporation. (Include sole proprietorships, limited liability companies and real estate investment trusts).

Name and Address of Corporation: (complete name, street address, city, state, zip code)

KUBS Income Fund II Business Trust

Description of Corporation:

☒ *There are 100 or fewer shareholders and all shareholders are listed below.*

☐ *There are more than 100 shareholders, and all shareholders owning 10% or more of any class of stock issued by said corporation are listed below.*

☐ *There are more than 100 shareholders but no shareholder owns 10% or more of any class of stock issued by said corporation, and no shareholders are listed below.*

☐ *There are more than 500 shareholders and stock is traded on a national or local stock exchange.*

Names of Shareholders:

SHAREHOLDER NAME <i>(First, M.I., Last)</i>	SHAREHOLDER NAME <i>(First, M.I., Last)</i>
KUBS Income Fund I, L.P.	

Names of Officers and Directors:

NAME <i>(First, M.I., Last)</i>	Title <i>(e.g. President, Treasurer)</i>

Check if applicable:

☒ *There is additional Corporation Information. See Attachment to Paragraph C-2.*

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2. CORPORATION INFORMATION (see also Instructions, Paragraph B.3 above)

The following constitutes a listing of the **SHAREHOLDERS** of all corporations disclosed in this affidavit who own 10% or more of any class of stock issued by said corporation, and where such corporation has 100 or fewer shareholders, a listing of all of the shareholders, and if such corporation is an owner of the subject land, all **OFFICERS** and **DIRECTORS** of such corporation. (Include sole proprietorships, limited liability companies and real estate investment trusts).

Name and Address of Corporation: (complete name, street address, city, state, zip code)

KUBS Income Fund I LP Business Trust

Description of Corporation:

☒ There are 100 or fewer shareholders and all shareholders are listed below.

☐ There are more than 100 shareholders, and all shareholders owning 10% or more of any class of stock issued by said corporation are listed below.

☐ There are more than 100 shareholders but no shareholder owns 10% or more of any class of stock issued by said corporation, and no shareholders are listed below.

☐ There are more than 500 shareholders and stock is traded on a national or local stock exchange.

Names of Shareholders:

SHAREHOLDER NAME (First, M.I., Last)	SHAREHOLDER NAME (First, M.I., Last)
Kimco Realty Corporation	

Names of Officers and Directors:

NAME (First, M.I., Last)	Title (e.g. President, Treasurer)

Check if applicable:

☒ There is additional Corporation Information. See Attachment to Paragraph C-2.

2. CORPORATION INFORMATION (see also Instructions, Paragraph B.3 above)

The following constitutes a listing of the **SHAREHOLDERS** of all corporations disclosed in this affidavit who own 10% or more of any class of stock issued by said corporation, and where such corporation has 100 or fewer shareholders, a listing of all of the shareholders, and if such corporation is an owner of the subject land, all **OFFICERS** and **DIRECTORS** of such corporation. (Include sole proprietorships, limited liability companies and real estate investment trusts).

Name and Address of Corporation: (complete name, street address, city, state, zip code)

KUBS Income Fund I GP Business Trust

Description of Corporation:

☒ There are 100 or fewer shareholders and all shareholders are listed below.

☐ There are more than 100 shareholders, and all shareholders owning 10% or more of any class of stock issued by said corporation are listed below.

☐ There are more than 100 shareholders but no shareholder owns 10% or more of any class of stock issued by said corporation, and no shareholders are listed below.

☐ There are more than 500 shareholders and stock is traded on a national or local stock exchange.

Names of Shareholders:

SHAREHOLDER NAME (First, M.I., Last)	SHAREHOLDER NAME (First, M.I., Last)
Kimco Realty Corporation	

Names of Officers and Directors:

NAME (First, M.I., Last)	Title (e.g. President, Treasurer)

Check if applicable:

☒ There is additional Corporation Information. See Attachment to Paragraph C-2.

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2. CORPORATION INFORMATION (see also Instructions, Paragraph B.3 above)

The following constitutes a listing of the **SHAREHOLDERS** of all corporations disclosed in this affidavit who own 10% or more of any class of stock issued by said corporation, and where such corporation has 100 or fewer shareholders, a listing of all of the shareholders, **and if such corporation is an owner of the subject land**, all **OFFICERS** and **DIRECTORS** of such corporation. (Include sole proprietorships, limited liability companies and real estate investment trusts).

Name and Address of Corporation: (complete name, street address, city, state, zip code)

T.T. & C. One, LLC dba Ashley Furniture Homestore
14270 Smoketown Road, Woodbridge, VA 22192

Description of Corporation:

☒ *There are 100 or fewer shareholders and all shareholders are listed below.*

☐ *There are more than 100 shareholders, and all shareholders owning 10% or more of any class of stock issued by said corporation are listed below.*

☐ *There are more than 100 shareholders but no shareholder owns 10% or more of any class of stock issued by said corporation, and no shareholders are listed below.*

☐ *There are more than 500 shareholders and stock is traded on a national or local stock exchange.*

Names of Shareholders:

SHAREHOLDER NAME (First, M.I., Last)	SHAREHOLDER NAME (First, M.I., Last)
Michael Trivett, Managing Member	
Daniel Trivett, Managing Member	

Names of Officers and Directors:

NAME (First, M.I., Last)	Title (e.g. President, Treasurer)

Check if applicable:

☒ *There is additional Corporation Information. See Attachment to Paragraph C-2.*

2. CORPORATION INFORMATION (see also Instructions, Paragraph B.3 above)

The following constitutes a listing of the **SHAREHOLDERS** of all corporations disclosed in this affidavit who own 10% or more of any class of stock issued by said corporation, and where such corporation has 100 or fewer shareholders, a listing of all of the shareholders, and if such corporation is an owner of the subject land, all **OFFICERS** and **DIRECTORS** of such corporation. (Include sole proprietorships, limited liability companies and real estate investment trusts).

Name and Address of Corporation: (complete name, street address, city, state, zip code)

L2M, Inc., 811 Cromwell Park Drive, Suite 113, Glen Burnie, MD 21061

Description of Corporation:

☒ There are 100 or fewer shareholders and all shareholders are listed below.

☐ There are more than 100 shareholders, and all shareholders owning 10% or more of any class of stock issued by said corporation are listed below.

☐ There are more than 100 shareholders but no shareholder owns 10% or more of any class of stock issued by said corporation, and no shareholders are listed below.

☐ There are more than 500 shareholders and stock is traded on a national or local stock exchange.

Names of Shareholders:

SHAREHOLDER NAME (First, M.I., Last)	SHAREHOLDER NAME (First, M.I., Last)
Scot Loiselle, AIA	
Jeffrey Mahler, AIA	
G. Stephen O'Connor	

Names of Officers and Directors:

NAME (First, M.I., Last)	Title (e.g. President, Treasurer)
	Vice-President

Check if applicable:

☒ There is additional Corporation Information. See Attachment to Paragraph C-2.

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2. CORPORATION INFORMATION (see also Instructions, Paragraph B.3 above)

The following constitutes a listing of the **SHAREHOLDERS** of all corporations disclosed in this affidavit who own 10% or more of any class of stock issued by said corporation, and where such corporation has 100 or fewer shareholders, a listing of all of the shareholders, and if such corporation is an owner of the subject land, all **OFFICERS** and **DIRECTORS** of such corporation. (Include sole proprietorships, limited liability companies and real estate investment trusts).

Name and Address of Corporation: (complete name, street address, city, state, zip code)

Family Signs, 202 Freedom Court, Fredericksburg, VA 22408

Description of Corporation:

☒ There are 100 or fewer shareholders and all shareholders are listed below.

☐ There are more than 100 shareholders, and all shareholders owning 10% or more of any class of stock issued by said corporation are listed below.

☐ There are more than 100 shareholders but no shareholder owns 10% or more of any class of stock issued by said corporation, and no shareholders are listed below.

☐ There are more than 500 shareholders and stock is traded on a national or local stock exchange.

Names of Shareholders:

SHAREHOLDER NAME (First, M.I., Last)	SHAREHOLDER NAME (First, M.I., Last)
Jackie Calloway	
Elmer Ennis	

Names of Officers and Directors:

NAME (First, M.I., Last)	Title (e.g. President, Treasurer)
Jackie Calloway	President
Elmer Ennis	Vice-President

Check if applicable:

☒ There is additional Corporation Information. See Attachment to Paragraph C-2.

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2. CORPORATION INFORMATION (see also Instructions, Paragraph B.3 above)

The following constitutes a listing of the **SHAREHOLDERS** of all corporations disclosed in this affidavit who own 10% or more of any class of stock issued by said corporation, and where such corporation has 100 or fewer shareholders, a listing of all of the shareholders, and if such corporation is an owner of the subject land, all **OFFICERS** and **DIRECTORS** of such corporation. (Include sole proprietorships, limited liability companies and real estate investment trusts).

Name and Address of Corporation: (complete name, street address, city, state, zip code)

Walsh, Colucci, Lubeley, Emrich & Walsh, P.C.
1 E. Market Street, 3rd Floor, Leesburg, VA 20176

Description of Corporation:

☒ There are 100 or fewer shareholders and all shareholders are listed below.

☐ There are more than 100 shareholders, and all shareholders owning 10% or more of any class of stock issued by said corporation are listed below.

☐ There are more than 100 shareholders but no shareholder owns 10% or more of any class of stock issued by said corporation, and no shareholders are listed below.

☐ There are more than 500 shareholders and stock is traded on a national or local stock exchange.

Names of Shareholders:

SHAREHOLDER NAME (First, M.I., Last)	SHAREHOLDER NAME (First, M.I., Last)
David J. Bomgardner	E. Andrew Burcher
Thomas J. Colucci	Peter M. Dolan, Jr.
Jay du Von	Jerry K. Emrich
William A. Fogarty	John H. Foote
H. Mark Goetzman	Bryan H. Guidash
Michael D. Lubeley	J. Randall Minchew
M. Catharine Puskar	John E. Rinaldi
Lynne J. Strobel	Garth M. Wainman
Nan E. Walsh	Martin D. Walsh

Names of Officers and Directors:

NAME (First, M.I., Last)	Title (e.g. President, Treasurer)

Check if applicable:

☒ There is additional Corporation Information. See Attachment to Paragraph C-2.

3. PARTNERSHIP INFORMATION

The following constitutes a listing of all of the **PARTNERS**, both **GENERAL** and **LIMITED**, in any partnership disclosed in the affidavit.

Partnership name and address: (complete name, street address, city, state, zip)

KUBS Income Fund I, L.P.

___ (check if applicable) The above-listed partnership has no limited partners.

Names and titles of the Partners:

<i>NAME</i> (First, M.I., Last)	<i>Title</i> (e.g. General Partner, Limited Partner, etc)
KUBS Income Fund I LP Business Trust	Limited Partner
KUBS Income Fund I GP Business Trust	General Partner

Check if applicable:

___ Additional Partnership information attached. See Attachment to Paragraph C-3.

4. ADDITIONAL INFORMATION

a. One of the following options **must** be checked:

☐ In addition to the names listed in paragraphs C. 1, 2, and 3 above, the following is a listing of any and all other individuals who own in the aggregate (directly as a shareholder, partner, or beneficiary of a trust) 10% or more of the APPLICANT, TITLE OWNER, CONTRACT PURCHASER, or LESSEE of the land:

☒ Other than the names listed in C. 1, 2 and 3 above, no individual owns in the aggregate (directly as a shareholder, partner, or beneficiary of a trust) 10% or more of the APPLICANT, TITLE OWNER, CONTRACT PURCHASER, or LESSEE of the land:

Check if applicable:

☐ Additional information attached. *See Attachment to Paragraph C-4(a).*

b. That no member of the Loudoun County Board of Supervisors, Planning Commission, Board of Zoning Appeals or any member of his or her immediate household owns or has any financial interest in the subject land either individually, by ownership of stock in a corporation owning such land, or though an interest in a partnership owning such land, or as beneficiary of a trust owning such land.

EXCEPT AS FOLLOWS: (If none, so state).

None

Check if applicable:

☐ Additional information attached. *See Attachment to Paragraph C-4(b).*

c. That within the twelve-month period prior to the public hearing for this application, no member of the Loudoun County Board of Supervisors, Board of Zoning Appeals, or Planning Commission or any member of his immediate household, either individually, or by way of partnership in which any of them is a partner, employee, agent or attorney, or through a partner of any of them, or through a corporation (as defined in the Instructions at Paragraph B.3) in which any of them is an officer, director, employee, agent or attorney or holds 10% or more of the outstanding bonds or shares of stock of a particular class, has or has had any business or financial relationship (other than any ordinary customer or depositor relationship with a retail establishment, public utility, or bank), including receipt of any gift or donation having a value of \$100 or more, singularly or in the aggregate, with or from any of those persons or entities listed above.

EXCEPT AS FOLLOWS: (If none, so state).

None

Check if applicable:

☐ Additional information attached. *See Attachment to Paragraph C-4(c).*

AKS

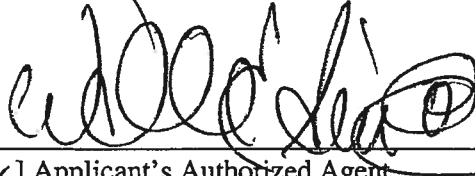
D. COMPLETENESS

That the information contained in this affidavit is complete, that all partnerships, corporations (as defined in Instructions, Paragraph B.3), and trusts owning 10% or more of the APPLICANT, TITLE OWNER, CONTRACT PURCHASER, OR LESSEE of the land have been listed and broken down, and that prior to each hearing on this matter, I will reexamine this affidavit and provide any changed or supplemental information, including any gifts or business or financial relationships of the type described in Section C above, that arise or occur on or after the date of this Application.

PL DUKLES LLC

WITNESS the following signature:

SWC By:



check one: ☐ Applicant or ☒ Applicant's Authorized Agent
Wilbur E. Simmons III
Vice President

(Type or print first name, middle initial and last name and title of signee)

Subscribed and sworn before me this 4th day of May, 2009, in
the State/Commonwealth of MD, in the County/City of Balto.



Notary Public

My Commission Expires: 2/9/11

MICHELLE LAYNE
NOTARY PUBLIC
BALTIMORE COUNTY
MARYLAND
My Commission Expires Feb. 9, 2011

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Dulles Town Crossing/Ashley Furniture HomeStore

ZMO 2009-

Table 5-12(4)(D)

Sign Requirements Matrix

5/13/2009

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	CSP Proposed Sign Type & Location	Maximum Sign Area	Max. Number of signs	Max. Area of Any One Sign	Ground Mounted Structure		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements / Comments
					Max. Area of Any One Sign	Bonus Multiplier	Max. Area of Background Structure	Bonus Multiplier (See Note 1)	Max. Height of Background Structure					
SECTION 5-12(4)(D) PUBLIC/MAJOR PUBLIC SIGNS														
Current Z.O. Requirement														
(a) Public or Quasi-Public/Facility		6 SF	1 / use	6 SF	1.5	9 SF	2	18 SF	4 FT	None	10 FT	Freestanding	4 FT	Must be located within 100 FT from
Current Z.O. Requirement														
(b) School, Hospital, College, Library, and Publicly Owned Community Center		20 SF	1 / use	20 SF	1.5	30 SF	2	60 SF	4 FT	Backlight or White Light	10 FT	Freestanding Building	8 FT Roofline	Signs shall contain no advertising
SECTION 5-12(4)(D) COMMERCIAL OFFICE SIGNS														
Current Z.O. Requirement														
(c) PD-CC (SC) & (RC) - Planned Development Small Regional Center and Regional Center - Entrance Signs			1 / vehicular entrance	60 SF	1.25	75 SF	1.33	100 SF	15 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
					2 (for centers over 1 million million SF)	120 SF	1.33	160 SF						
Current Z.O. Requirement														
(f) PD-CC (SC) & (RC) - Planned Development Small Regional Center and Regional Center - Tenant Signs (Freestanding Building with up to 4000 SF floor area)		60 SF	1 / facade, no more than 3 signs	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight	10 FT	Freestanding Building Mounted	15 FT Roofline	
Current Z.O. Requirement														
(g) PD-CC (SC) & (RC) - Planned Development Small Regional Center and Regional Center - Tenant Signs (Freestanding Building with over 4000 SF floor area)		120 SF	1 / facade, no more than 3 signs	20 SF freestanding 60 SF building mounted	1.5	30 SF	1.5	45 SF	8 FT	Backlight	10 FT	Freestanding Building Mounted	15 FT Roofline	
Current Z.O. Requirement														
(h) PD-CC (SC) & (RC) - Planned Development Small Regional Center and Regional Center - Tenant Signs (In Lane Structure with up to 4000 SF floor area)		60 SF	1 / public entrance of building	30 SF						Backlight		Building Mounted	Roofline	
Current Z.O. Requirement														
(i) PD-CC (SC) & (RC) - Planned Development Small Regional Center and Regional Center - Tenant Signs (In Lane Structure with 4001-15000 SF floor area)		100 SF	1 / public entrance of building	60 SF						Backlight		Building Mounted	Roofline	
Current Z.O. Requirement														
(j) PD-CC (SC) & (RC) - Planned Development Small Regional Center and Regional Center - Tenant Signs (In Lane Structure with over 15001 SF floor area)		200 SF	1 / public entrance of building	60 SF						Backlight		Building Mounted	Roofline	
Current Z.O. Requirement														
(k) PD-CC (SC) & (RC) - Planned Development Small Regional Center and Regional Center - Tenant Signs (In Lane Structure with over 15001 SF floor area)		480 SF	3 / (mounted on 3 sides of entrance feature)	240 SF						Internally illuminated		Building Mounted	46' (Height of entrance feature)	

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Dulles Town Crossing/Ashley Furniture HomeStore

ZMOOD 2009-

Table 5.1204(D)

Sign Requirements Matrix

5/13/2009

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	CSP Proposed Sign Type & Location	Maximum Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Structure		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements / Comments
					Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max Area of Background Structure	Max. Height of Background Structure					
Current Z.O. Requirement														
	(l) Office - Freestanding Building Entrance Sign	60 SF	1 / vehicular entrance	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	8 FT	
Current Z.O. Requirement														
	(m) Office - Building ID Sign (3 Stories)	160 SF	1 / facade	40 SF						Backlight		Building Mounted	Roofline	Sign must be located at the top floor of building, otherwise max. area of sign is 20 SF. Name and message of signs on each facade must be the same.
Current Z.O. Requirement														
	(n) Office - Building ID Sign (5 Stories)	200 SF	1 / facade	50 SF						Backlight		Building Mounted	Roofline	Sign must be located at the top floor of building, otherwise max. area of sign is 20 SF. Name and message of signs on each facade must be the same.
Current Z.O. Requirement														
	(o) Office - Building ID Sign (6+ Stories)	240 SF	1 / facade	60 SF						Backlight		Building Mounted	Roofline	Sign must be located at the top floor of building, otherwise max. area of sign is 20 SF. Name and message of signs on each facade must be the same.
Current Z.O. Requirement														
	(p) Office - Related Commercial (Ground Floor)	2 SF per linear foot of building frontage (counts against overall building ID sign)	1 / tenant	20 SF						Backlight		Building Mounted		Located over entrance of business it identifies. Max. ht. of letters: 24 inches.
Current Z.O. Requirement														
	(q) Office - Directories													May not be visible from outside the building.
Current Z.O. Requirement														
	(r) Auto Service Station (including convenience store, car wash & repair)	60 SF	6	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight	10 FT	Freestanding Building Mounted	15 FT Roofline	Total sign area excludes federally mandated gasoline price posting.
Current Z.O. Requirement														
	(s) Auto Dealer	20-120 SF (see additional requirements column)	6	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight	10 FT	Freestanding Building Mounted	8 FT Roofline	Base sign 20 SF Used car: 20 SF Each new car dealership=20 SF
	(v) Child Care Center	20 SF	2	10 SF			1.5	15 SF	6 FT	Backlight, none in Residential Districts	5 FT	Freestanding Building Mounted	8 FT Roofline	

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Dulles Town Crossing/Ashley Furniture Homestore

ZM002 2009-

Table 5-1204(D)

Sign Requirements Matrix

5/13/2009

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	CSP Proposed Sign Type & Location	Maximum Total Aggregate Sign Area	Max. Number of signs	Max. Area of Any One Sign	Ground Mounted Structure			Ground Mounted Backdrop Structure		Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements / Comments
					Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Backdrop Structure	Max. Height of Backdrop Structure					
(w) Hotel, Motel and Conference Center - (freestanding) Entrance Signs	(1)	90 SF	1 / vehicular entrance	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.
										Backlight		Building Mounted	Roofline	
										Backlight		Building Mounted	Roofline	
										Backlight		Building Mounted	Roofline	
(y) Hotel, Motel and Conference Center - (4-5 Stories)	(4)	90 SF	1 / facade, no more than 3 signs	50 SF						Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.
										Backlight		Building Mounted	Roofline	
										Backlight		Building Mounted	Roofline	
										Backlight		Building Mounted	Roofline	
(z) Hotel, Motel and Conference Center - (6+ Stories)		90 SF	1 / facade, no more than 3 signs	60 SF						Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.
										Backlight		Building Mounted	Roofline	
										Backlight		Building Mounted	Roofline	
										Backlight		Building Mounted	Roofline	
(aa) Movie Theaters (Theater Name Entrance Sign) Theater Name Building Sign Movie Title Building Sign			2 1 1	20 SF 60 SF 20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding Building Mounted	15 FT Roofline	
										Backlight or White Light		Building Mounted	Roofline	
										Backlight or White Light		Building Mounted	Roofline	
										Backlight or White Light		Building Mounted	Roofline	
(bb) Restaurant (Freestanding Building with up to 4000 SF floor area)		60 SF	3	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight	10 FT	Freestanding Building Mounted	15 FT Roofline	Drive-through menu does not count toward sign area.
										Backlight		Building Mounted	Roofline	
										Backlight		Building Mounted	Roofline	
										Backlight		Building Mounted	Roofline	
(cc) Restaurant (Freestanding Building with over 4000 SF floor area)		120 SF	3	20 SF freestanding 60 SF bldg mounted	1.5	30 SF	1.5	45 SF	8 FT	Backlight	10 FT	Freestanding Building Mounted	15 FT Roofline	Drive-through menu does not count toward sign area.
										Backlight		Building Mounted	Roofline	
										Backlight		Building Mounted	Roofline	
										Backlight		Building Mounted	Roofline	
(dd) Restaurant (In-Line Structure)		2 SF / linear foot of building footprint	1 / facade, no more than 3 signs	60 SF						Backlight		Building Mounted	Roofline	Drive-through menu does not count toward sign area.
										Backlight		Building Mounted	Roofline	
										Backlight		Building Mounted	Roofline	
										Backlight		Building Mounted	Roofline	
(ee) Restaurant Drive-Through Menu		30 SF	2	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight		Freestanding Building Mounted	5 FT	Must be screened from all roads.
										Backlight		Building Mounted	Roofline	
										Backlight		Building Mounted	Roofline	
										Backlight		Building Mounted	Roofline	

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Dulles Town Crossing/Ashley Furniture Homestore

ZMDD 2009-

Table 5-1204(D)

Sign Requirements Matrix

5/13/2009

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	CSP Proposed Sign Type & Location (See Note 6)	Maximum Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign		Ground Mounted Structure		Ground Mounted Background Structure		Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements / Comments
				Max. Area of Any One Sign	Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
Current Z.O. Requirement														
(b) Business Signs (Signs of a character which have not been listed or described heretofore provided they advertise only goods or services offered on the premises)		60 SF	3 (free-standing building) 1 free-standing sign/vehicular entrance, no more than 3 for center and 1 building mounted sign; facade no more than 3 for business (in-line structure)	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
												Building Mounted	Roofline	
SECTION 5-1204(D)(5) TEMPORARY SIGNS														
Current Z.O. Requirement														
(a) Temporary Signs - On Site		4 SF	1	4 SF						None	5 FT	Freestanding Balloons Banners Pennants Inflated Devices	4 FT	Permit limited to one (1) month from date of issuance, for no more than 3 consecutive months.
Current Z.O. Requirement														
(b) Temporary Signs - Off Site			Reasonable number as determined by the Zoning Administrator	4 SF						None	5 FT	Freestanding Balloons Banners Pennants Inflated Devices	4 FT	Permit limited to one (1) month from date of issuance, for no more than 3 consecutive months.
Current Z.O. Requirement														
(c) Temporary Construction Signs		20 SF Commercial	1 / contractor per job site	20 SF						None	10 FT	Ground Mounted	8 FT	Residential signs only in a-3, A-10, A-25, AR, and CR/Districts. Contractor to remove sign upon completion of construction.
		10 SF Residential	1 / contractor per job site	10 SF										
SECTION 5-1204(D)(6) REAL ESTATE SIGNS														
Current Z.O. Requirement														
(c) Real Estate - Commercial For Sale Sign			1 (upon any lot of less than 10 acres); 2 (upon any lot in excess of 10 acres)	20 SF						None	5 FT	Freestanding	6 FT	
Current Z.O. Requirement														
(d) Real Estate - Temporary Open House - Off Site			4 / property	4 SF						None	5 FT	Freestanding	4 FT	Conditions apply (see note 4).
SECTION 5-1204(D)(7) MISCELLANEOUS SIGNS														
Current Z.O. Requirement														
(e) Informational Signs			1 / use identifying locations such as restroom, loading areas, etc.	2 SF						Backlight or White Light	5 FT	Freestanding Building Mounted	5 FT	Signs shall contain no advertising.

ASO

Dulles Town Crossing/Asky Furniture HomeStore

Z/1000 2009-

Table 5-1204(D)

Sign Requirements Matrix

5/13/2009

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	CSP Proposed Sign Type & Location	Maximum Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Structure			Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements / Comments
					Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier	Max. Area of Background Structure (See Note 1)	Max. Height of Background Structure	Max. Area of Background Structure					
				4 SF							Backlight or Light	5 FT	Freesanding	3 FT	Signs shall be located only where there is a change in direction and shall contain no advertising
Current Z.O. Requirements															
General Notes															
1. Whenever a bonus multiplier is used for ground mounted signs, a landscape base with a minimum depth of 36 inches on a side, must be maintained.															
2. All signs must be set back the minimum distance from the road right-of-way, as specified, unless a greater setback is required by the Code of Virginia.															
3. The maximum height column does not apply when ground mounted bonus are obtained. Use the maximum height column for Ground Mounted Background Structure.															
4. The following conditions shall apply for permitted "Real Estate-Temporary Open House - Off Site" signs.															
a. Signs shall be located only at controlled intersections where there is a change in direction.															
b. Signs shall be placed on private property only.															
c. Signs shall be in place only during hours the house is open plus one hour before and two hours after the event.															
d. Signs may be used for two (2) days on the weekends and three (3) days in the case of a holiday falling on a Monday, as well as one-half (1/2) day during the week.															
e. The owner for the house or his/her designated agent must be present for the duration of the open house hours.															
f. Signs shall include a company name with direction arrow.															
g. Signs shall consist of a metal frame with composition sign of a semi-permanent type.															
h. Homeowners or their designated agent may not use "Non-PD District Project Directional Signs Off-Site".															
5. The following conditions shall apply for permitted Non-PD District Project Directional Signs - Off-Site.															
a. The location of signs must be approved by the County at the time of the sign permit application.															
b. Signs shall be located only at controlled intersections where there is a change in direction.															
c. Signs shall be placed on private property only.															
d. Signs shall not be permitted on any arterial road, nor on any road listed in Section 5-900 of this Ordinance.															
e. The signs may be installed after sundown Friday night and must be removed by sundown on Sunday. If Monday is a legal holiday, the signs may remain until sundown Monday.															
f. The signs must be made of a permanent material, signs made of paper or cardboard are hereby specifically prohibited.															
g. Builders may not use "Non-PD District Directional Signs - Off-Site" in combination with "Real Estate-Temporary Open House - Off-Site" signs.															
6. In selecting the most appropriate land use/sign category, the more specific listing would take precedence.															
7. Directional signs shall not be included in any other permitted square footage total.															

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